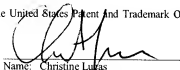


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/773,943 **Group Art Unit No.:** 3622
Applicant(s): Ronald Jacoby, et al. **Examiner:** Jeffrey D. Carlson
Filing Date: January 31, 2001 **Docket No.:** 085804.019600
Title: **SYSTEM FOR DYNAMIC GENERATION OF ONLINE
STREAMING MEDIA ADVERTISEMENTS**
Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on April 30, 2010.


Name: Christine Luras**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

Date: April 30, 2010

Mail Stop AF
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Dear Sir / Madam:

This paper is an Amendment and Response to the final Office Action mailed on March 4, 2010. Please amend the application as follows.

Amendments to the Claims begin on Page 2 of this paper.

Remarks / Response begins on Page 9 of this paper.